

NITISH DORLE

DIGITAL MARKETING | MARKETING & COMMUNICATIONS

Phone: +971 582879903

Email: nitishdorle@gmail.com

[LinkedIn](#) | nitishdorle.com

Abu Dhabi, UAE

Nationality - Indian



SUMMARY

Accomplished Digital Marketing Leader with 11+ years of experience specializing in innovative digital strategy, SEO, and social media engagement. With a decade of shaping digital landscapes, I merge creativity with analytics to redefine audience engagement and streamline campaign investments. Eager to bring my blend of strategic vision and pragmatic leadership to roles where innovation meets impact.

SIGNIFICANT ACHIEVEMENTS

Purpose - Purpose is a global social impact creative communications agency that works with brands, foundations and NGOs to to shift narratives, influence policymakers & drive systemic change through creative storytelling and insights led activations.

- Led a campaign amplifying voices of eco-entrepreneurs from India, driving a robust social media strategy resulting in over 100+ posts and strategic partnerships with multiple content creators to create relevant content across formats like podcasts, short featurettes, webinars, etc.
- Built a new Facebook community from zero to 5500 members in 4 months with an average of 20 posts/day and a strong 70+% active member rate.
- Reduced Cost per Reach for a campaign by over 50%.
- Exceeded signups target by 7x for a Facebook community fostering SRHR conversations among rural Indian youth leaders.
- Developed a digital campaign strategy for thought leadership in the Brick Kilns industry's transition to cleaner energy resources.
- Achieved 6x growth in new social media audiences added across major India projects over 9 months.
- Trained 500+ tribal youth leaders in central India on social media content creation.

Reliance Foundation - Reliance Foundation is India's largest philanthropic foundation working on a variety of developmental issues across the length and breath of the country.

- Tripled LinkedIn engagement rate and nearly doubled the follower base in 6 months.
- Doubled growth in scholarship program applicants.
- Spearheaded outreach for a digital publication launch, securing 1000+ downloads through an organic campaign.

Samhita Social Ventures - Samhita is a CSR consulting firm working with India's leading corporates to build, execute and monitor their Corporate Social Responsibility initiatives

- Elevated social media engagement from 2% to 10%, tripling audience interaction.
- Enhanced bimonthly newsletter's average engagement by 55%.
- Crafted a senior management dashboard for monitoring 100+ CSR programs across India, benefiting 1 million+ beneficiaries in 20 states.

Nayi Disha Studios - Nayi Disha Studios is an edtech firm working on delivering motion based learning modules for young toddlers and preschoolers across India.

- Boosted iOS app install rate to over 50%, up from 20%.
- Surpassed industry standards with >28% 30-day retention for a kids' educational games app.
- Generated over 80% of annual revenue through effective retention, renewal, and onboarding for 50+ B2B clients.

PROFESSIONAL EXPERIENCE

Senior Digital Campaigner | Purpose

November 2022 to Present | Mumbai, India

- Conceptualized and executed advanced digital strategies, driving impactful campaigns within the social sector.
- Led end-to-end campaigns with budgets of over \$100K.
- Directed the Digital function for India.
- Managed cross-functional teams, fostering innovation and nurturing growth.
- Integrated emerging technologies for enhanced campaign engagement.
- Analyzed campaign performance, delivering insightful progress reports to senior management.
- Optimized websites to elevate user engagement and conversion rates.
- Infused data-driven insights into campaigns for enhanced effectiveness.
- Conducted capacity building for internal teams on growth hacking tools and techniques.

Senior Manager - Digital Marketing | Reliance Foundation

Sep 2021 to October 2022 | Navi Mumbai, India

- Formulated and executed Marketing Campaigns for special initiatives, overseeing Affiliate and Referral Marketing for impactful social media engagement.
- Led performance marketing on Facebook, Instagram, and YouTube, sourcing applicants for scholarships.
- Spearheaded technical SEO, boosting SERP rankings through on-page and off-page optimization.
- Engineered comprehensive social media strategy, collaborating with cross-functional teams and agencies.
- Orchestrated thought leadership for a women empowerment initiative.
- Managed external partnerships, shaping digital strategy and perception analysis.
- Generated progress reports, evaluating metrics for senior management.
- Led website overhaul, A/B testing, optimizing UX/UI for increased engagement and conversions.

Senior Manager - Marketing | Samhita Social Ventures

May 2018 to September 2021 | Mumbai, India

- Enhanced online presence and conversion rate optimization, boosting website ranking and organic traffic.
- Directed strategic email outreach, focusing on higher click-through and open rates.
- Oversaw comprehensive website revamp from wireframing to successful implementation.

PRIOR EXPERIENCE

Marketing Manager | Nayi Disha Studios

May 2014 to Apr 2018 | New Delhi, India

Management Trainee | Finitiatives Learning

Apr 2013 to Nov 2013 | Mysore, India

Summer Intern | Future Vista Edutech

Apr 2012 to Jun 2012 | Nagpur, India

EDUCATION

PGDM - International Business K J Somaiya | Mumbai, India | 2013

B.E. (Electronics & Telecommunications) Shivaji University | Kolhapur, India | 2011

PROFESSIONAL SKILLS

Digital Marketing Strategy | Marketing Strategy | Social Media Marketing | Search Engine Optimization | Campaign Management | Stakeholder Management

TECHNICAL SKILLS

Google Analytics | Google Ads | Meta Ads | Yoast SEO | Moz | Semrush | Google Search Console | Meta Business Suite | Mailchimp | Canva | Google Data Studio | WordPress | Squarespace | Meltwater | Pulsar | Sprout Social